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About Us | SHEIN USA

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ABOUT US

SHEIN is a global fashion and lifestyle e-retailer committed to making the beauty of fashion accessible to all. We use on-demand manufacturing technology to connect suppliers to our agile supply chain, reducing inventory waste and enabling us to deliver a variety of affordable products to customers around the world. From our global offices, we reach customers in more than 150 countries. To learn more about SHEIN, visit [us.SHEIN.com](https://us.shein.com).

SHEIN AT-A-GLANCE



Nearly

10,000

employees worldwide



58%

total female employees worldwide



selling to

150+

countries

GET EXTRA 15% ▲

10% OFF orders of \$29+ | **15% OFF** orders of \$69+ | **20% OFF** orders of \$169+ Code: **FALLFUN**

WOMEN PLUS HOME KIDS MEN BEAUTY

SHEIN

Free Standard Shipping on orders over US\$49.00

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NEW IN FW22 SALE SHEIN X DESIGNERS CLOTHING DRESSES TOPS LINGERIE & LOUNGE

Jeans

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that by leading the development of alternative processes and technologies to bring fashion into the future.

Our customers are at the core of our business model, driving our growth to a team of nearly 10,000 employees serving more than 150 countries within less than a decade. Our digital-first model meets customers where they are: on mobile devices, online and on social media. We have become one of the most popular shopping apps and continue to engage customers by providing multiple content streams directly within the SHEIN platform and delivering the best online shopping experience.



MAKING THE BEAUTY OF FASHION ACCESSIBLE TO

Consumers no longer follow a unified standard of what is considered "fashionable" or "beautiful". We believe that the clothes we wear reflect our personalities and we want to empower everyone to explore and express their individuality. To do this, SHEIN creates a wide range of options to fit any mood or occasion.

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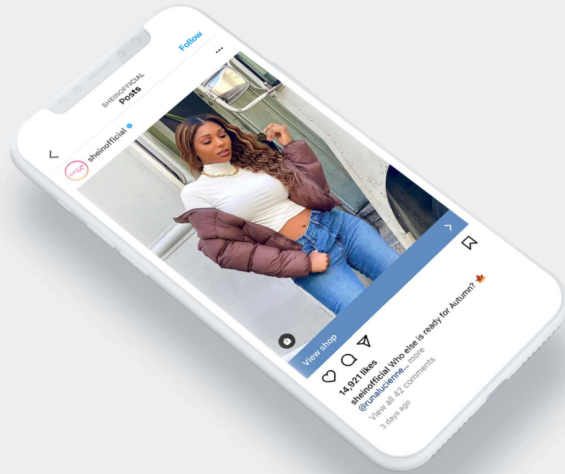
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DRIVING TECHNOLOGICAL INNOVATION

SHEIN's mission is to serve as a leader in the industry and bring fashion into the modern era. We employ cutting-edge technologies and processes in our design and sourcing to stay well-informed of what is in-demand by consumers, produce goods in a timely manner and deliver the products quickly to anywhere in the world. By developing proprietary logistics and ecommerce technology, we are disrupting the fashion space and improving outcomes for manufacturers, suppliers and consumers.

Digitally Empowered Agile Supply Chain

To meet demand, we have built a fully digital supply chain that seamlessly and quickly delivers products to our customers worldwide. We use proprietary software to track sales and communicate with our factories in real time to order in small batches. Our digital supply chain is the core of our business model and empowers us to offer a wide

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